

The Middle East's Leading Professional Audio, Lighting, Music, Audio Visual, Systems Integration and Entertainment Technologies Exhibition

Featuring



DATES & VENUE

18 – 20 April 2010
Halls 2, 3 & 4
Dubai International Convention and Exhibition Centre
Dubai – UAE



INAUGURATED BY

Engineer Hussain Nasser Lootah, Director General of Dubai Municipality, inaugurated the 2010 edition of PALME Middle East. **“The pro audio, lighting, AV and installation industry plays a vital role in supporting the national economy and major ongoing projects in Dubai. PALME provides an ideal platform to bring in latest technologies to the Middle East and enhances business in Dubai”**, said Engineer Lootah after his tour of the exhibition.



FUTURE DATES & VENUE

26 – 28 April 2011
Sheikh Saeed Halls
Dubai International Convention and Exhibition Centre
Dubai – UAE



SPONSORS & SUPPORTERS

Platinum Sponsors

- ATEIS Middle East
- AVI Presentation Products

Gold Sponsors

- Circuit Gulf
- Christie

Silver Sponsor

- Protec

Show Daily Sponsor

- OKI Printing Solutions

Prize Sponsor

- Seawings

Conference Sponsors

- ATEIS
- Barco
- Tannoy
- Almoe

Show Supporters

- Even2
- IBS flight Cases
- ShowTex Middle East

Education Providers

- CEDIA
- InfoComm Academy

POST SHOW REPORT 2010

MARKET OVERVIEW

The Middle East has been identified as being among the fastest growing markets for the multi-billion dollar audio visual light and sound industry which, in spite of the troubling economic environment last year, has seen no overall contraction in spending.

The future looks bright for the audio visual industry with the market in the Middle East and Africa expected to be worth more than \$3 billion by 2012.

The professional sound, light, audio visual and systems integration industries go hand in hand's with the growth in tourism, hospitality and infrastructure developments. With capital intensive tourism and hospitality industry delivering more than 20% of Dubai's GDP in 2009 tourist numbers expected to reach 15 million by 2015, these sectors have proved resilient to the recent downturn in the global markets.

This offers enormous potential for suppliers of professional sound, light, music, audio-visual and systems integration technologies and solutions for the professional entertainment, hospitality, building and construction as well as project installation industries between new build and refurbishment.



SHOW HIGHLIGHTS

Number of years show has run	8 years
Venue	Dubai International Convention & Exhibition Centre
Floor space occupied at 2010 edition	13,000sqm. (gross)
Event dates	18 – 20 April 2010
Brands represented	800
Exhibiting companies	200
Average sales leads per exhibitor	29
Estimated total sales leads	5,800
Total purchasing authority of visitors	US\$ 1,035,848,007
Participants with purchasing authority	2,361
Total participants	6,120
Countries represented by exhibitors	35
Countries represented by visitors	61
Conference speakers	30
Onsite education & training	<ul style="list-style-type: none">● High-profile full-day conferences on:<ul style="list-style-type: none">• AV & Systems Integration• Lighting Solutions & Technologies● Full-day free seminar on Audio Technologies● Certified training & education courses for specialists● 12 product focused & technology training seminars by manufacturers

MEDIA PARTNERS

- 1takemedia.com
- AudioPro International
- AV Specialist
- BNC Network
- DJ Mag
- Hiddenwires
- Home Toys
- InAVate
- Installation Europe
- Lighting & Sound
- Lighting Professional
- Lighting Today
- Mondo dr
- Pro Audio Middle East
- Production Partner
- Rave Europe Newsletter
- Residential Systems Europe
- Se Asia Building
- Sound & Stage
- Sourceme
- Syphaonline
- Systems Integration Asia
- TecnoProfile
- Total Production
- World AV Magazine
- Zio Giorgio

POST SHOW REPORT 2010

EXHIBITORS' FEEDBACK AT PALME 2010:

19% increase in exhibitor numbers over 2009

- 91% of exhibitors consider that the regional market will grow or remain stable in the next 12 months
- 87% of exhibitors regarded PALME as an important part of their marketing strategy in the region
- 80% of exhibitors would recommend exhibiting at PALME in the future
- 75% of exhibitors confirmed their interest in participating at the 2011 edition of PALME Middle East, while 25% indicated interest in increasing their exhibit space next year

SUCCESS OF EXHIBITING

- 95% of exhibitors stated that the quality of visitors met or surpassed their expectations
- 95% of exhibitors stated that the return on investment for participating at PALME had met or surpassed their expectations
- 91% of exhibitors stated that their overall objectives had been met
- 87% of exhibitors stated that participation at the show had increased their business prospects in the region
- 80% of exhibitors had met or surpassed their overall objectives in terms of establishing contacts for future sales
- 80% of exhibitors stated that the number of visitors met or surpassed their expectations

"Not only were we pleased with the number of visitors but we (also) learned how to use limited resources more effectively and discovered cost-effective ways to build up our pipeline while reaching a much boarder spectrum of prospects."

Roberto Coleman | Director of Smart-HDL Business Development



"We had another great show this year, despite the travel plans being somewhat disrupted from the UK. We were able to really increase market penetration which is made easy with a show like PALME."

Gordon Cooper | Director | SES, UK

REASONS FOR EXHIBITING

- 78% to establish new business contacts
- 52% to raise brand awareness in the region
- 35% to seek local agents
- 31% to launch new products
- 30% to gather market information
- 22% to support local agents
- 14% to meet existing clients and partners
- 9% to monitor activity of peers and competitors in the region



"PALME was a success for the launch of CIRCUIT GULF and we definitely want to be part of this professional event for years to come. I wish we could do more, but for sure positive word of mouth and persistent recommendation is the least we will all be doing at CIRCUIT."

Mohamed-Amr El-Rashidi | Marketing & Business Development-Manager | Circuit Gulf, Egypt



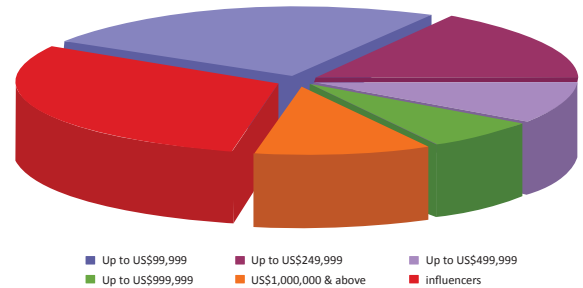
"The event is unique, for the Middle East to showcase new technology & services. It presents a great opportunity to expand our services and to introduce and showcase newer products to the region."

Faisal Amir | Managing Director | Gemini Worldwide LLC, UAE

Visitor Purchasing Authority & Buying Power: **US\$ 1.035 BILLION+**

VISITORS' FEEDBACK AT PALME 2010

- 2,361** key decision makers with cumulative buying power exceeding **US\$ 1.035 billion*** visited PALME 2010
- 3,759** industry professionals that influence top management's decision, attended PALME 2010
- 41.49%** of visitors at PALME 2010 participated at the show for the first time, while **57.89%** of visitors had been part of the show at least twice in the past
- 68** countries were represented by visitors at PALME 2010



**purchasing authority and buying power as indicated on the visitor registration form.*

VISITORS PERSPECTIVE OF PALME

- 39%** of visitors claim to be prime decision-makers over purchases/ specification of products and services
- 43.34%** of visitors arranged to do business with one or more existing suppliers while at this exhibition
- 63%** of visitors planed to make purchase within 2-4 weeks as a direct result of attending Palme 2010
- 96.07%** of visitors had their overall objectives for visiting the exhibitions met or surpassed
- 95.53%** of visitors stated that the quality of exhibitors had met or surpassed their expectations
- 91.44%** of visitors stated that the variety of exhibitors had met or surpassed their expectations
- 86.54%** of visitors agree to PALME's positioning as a highly targeted B2B event for this industry
- 78.64%** of visitors agreed that PALME is a prestigious event and attending this event enhanced their future work and knowledge
- 95%** of visitors would recommend visiting PALME to a colleague

ACTIONS TAKEN BY VISITORS

- 38.39%** of visitors decided on a new supplier
- 37.15%** of visitors asked for quote/ specification
- 29.41%** of visitors took away literature
- 19.81%** of visitors discussed becoming a brand agent with the exhibitors
- 13.93%** of visitors confirmed orders with one or more exhibitors at PALME

"Since PALME started here in Dubai, I could feel there is a change in the total market as a whole, people are more known to other products, one meeting point for everyone in the industry to gather and share ideas at least once a year."

Ashok Gopinath | Consultant, AV Systems | INFOSIGHT, UAE

"The show was very interesting and it allows us to visit a great number of manufacturers gathered in a single exhibition."

Rabih Makki | MEP Division Manager | Al Habtoor Leighton Group, UAE

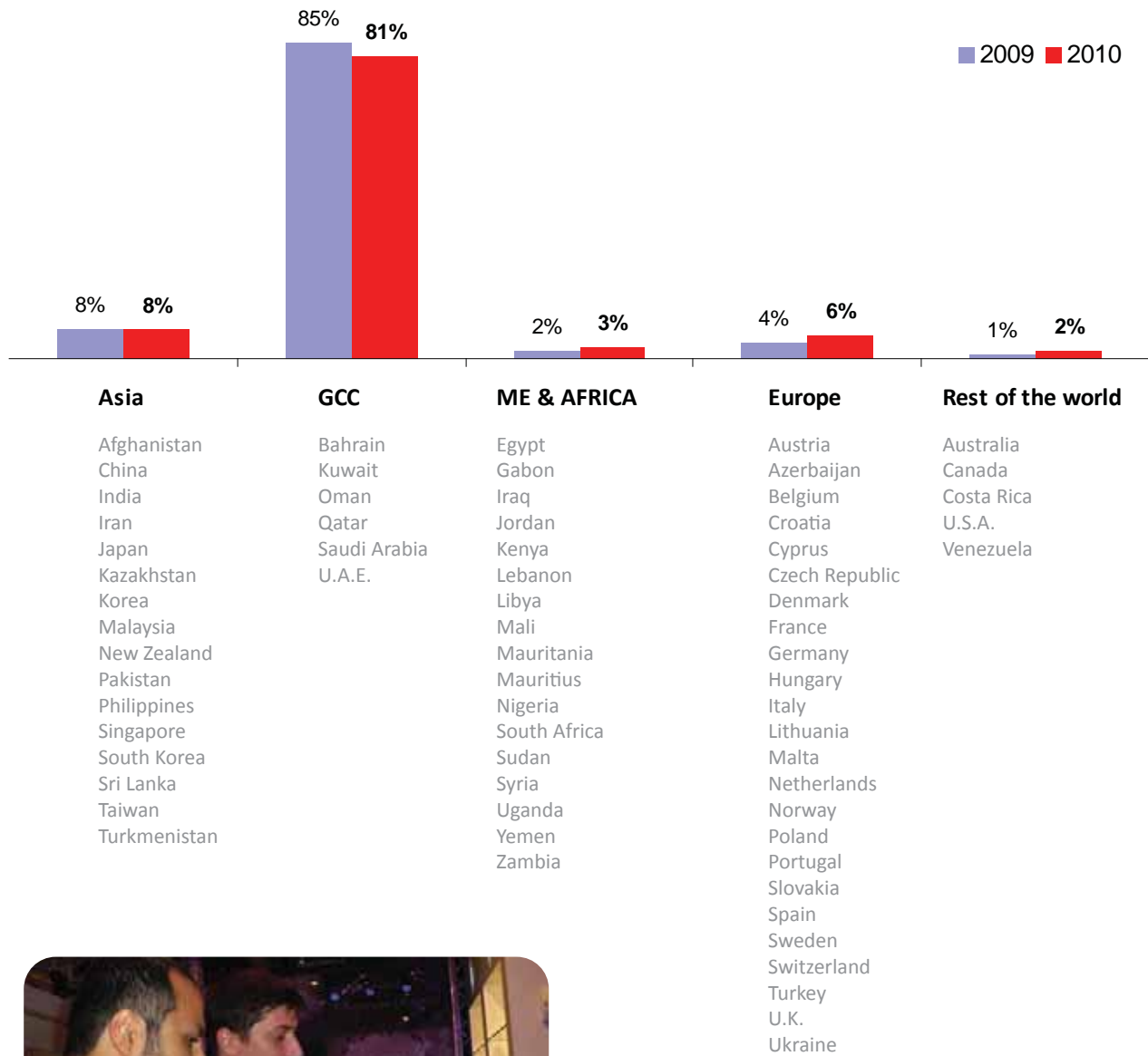
"PALME creates the opportunity to find out more about existing products; check out what's new; or explore the range of options that would be best suited to complete your job requirements."

Ryan Marginson | Sanctuary Nightclub | Atlantis Palm Jumeirah Dubai, UAE

POST SHOW REPORT 2010

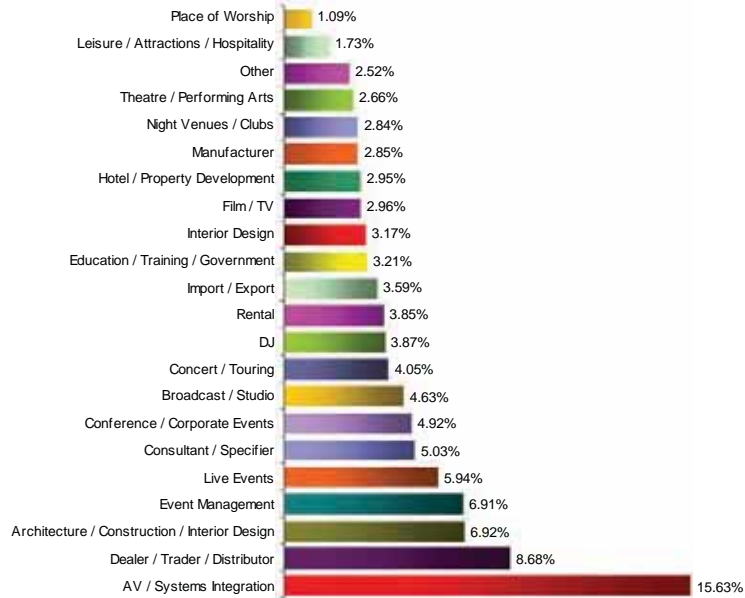
VISITORS GEOGRAPHIC BREAKDOWN

68 countries were represented by visitors at PALME 2010
4% increase in international participation over previous year



POST SHOW REPORT 2010

VISITORS' NATURE OF BUSINESS



VISITOR PRODUCT OF INTEREST

MUSIC 8.41%

Mixers - DJ Equipment and Accessories	354
CD Machines - DJ Equipment and Accessories	345
Musical Instrument Accessories	282
Headphones	260
Music Components & Hardware	235
Music Sheets	155

OTHERS / ENTERTAINMENT 11.85%

Event Management	536
Consultancy	333
Entertainment Agents	283
Rental / Hire Services	228
Staging & Platforms	207
Badges & Admission Systems	201
Haze / Fog Machines	150
Pyrotechnics / Flame Effects	141
Marquees & Temporary Structures	132
Other	86

ACCESSORIES & EQUIPMENT 12.53%

Cables & Connectors	722
Digital Signal Processing	449
Event Theme Creation	285
Stage Accessories	211
Rigging Equipment	205
Flight Case / Cabinet Hardware	199
Barriers & Cordons	193
Star Cloths / Drapes / Backcloths	165

AUDIO 18.49%

Acoustical Products	832
Speaker Systems	593
Architectural Audio	688
Loudspeakers / PA Systems	583
Microphones	472
Distributed Audio	417

LIGHTING 22.22%

Architectural Lighting	998
Lighting	601
Atmosphere Lighting	664
Concert Lighting	587
Lamps	443
Lasers & Laser Systems	413
Theatre / Stage Lighting	302
Spotlights	300

DISPLAY TECHNOLOGIES 26.15%

LED	894
CCTV	750
Projectors	640
Projection Screens	594
LCD Displays	525
Touch Screens	483
Display Technologies	480
Plasma Displays	416
Exhibition Display Systems	287

AUDIO VISUAL 27.55%

Audio / Video	2195
Installation - Audio / Video	761
Music / Video Systems	530
Integrated Audio & Video Distribution Control	495
Home Theatre	494
Video Walls	481
Multimedia Systems	385

INSTALLATION TECHNOLOGIES 26.55%

Control Systems - AV / Audio / Lighting	1333
Consoles / Desk / Controllers Lighting	644
Conference Systems	570
Home Automation	543
Control Systems - Staging / Trussing / Flooring	481
Boardroom / Conferencing Systems	469
Blinds & Curtain Control	303
Power Supply / Distribution	289
Lifting Equipment	284
Trussing / Towers	231

POST SHOW REPORT 2010

PALME AWARDS

The Middle East Event Awards are designed to recognise and reward the achievements of companies and individuals that set a clear benchmark and new standards of excellence.

The inaugural PALME Awards 2010 were open to manufactures, distributors, installation companies, lighting designers, rental firms, PR & marketing companies.

Winners of the 2010 PALME Awards included:

RESIDENTIAL - BEST INTEGRATED HOME	SmartHome - Smart-HDL for SMART High Definition Living
COMMERCIAL - BEST AV / VIDEO SOLUTION	Action Impact LLC for The Saadiyat Story
BEST ENTERTAINMENT VENUE IN THE MIDDLE EAST	Sanctuary Nightclub - Atlantis The Palm for Sanctuary Nightclub
LATEST INNOVATION FOR A LOUDSPEAKER	VV & Sons for NEXO PS 15 R2
BEST PRO AUDIO TECHNOLOGY OF THE YEAR	Sennheiser Neumann for Solution-D digital microphone
BEST INTELLIGENT LIGHTING FIXTURE OF THE YEAR	Oasis Enterprises LLC for SeladorT
BEST USE OF LIGHTING - EXTERIOR	LDP International Ltd for Bahrain World Trade Centre
BEST USE OF LIGHTING - HOSPITALITY & LEISURE	dpa lighting consultants for Okku restaurant
MOST INNOVATIVE NEW AV PRODUCT OF THE YEAR	RIEDEL Communications GmbH & Co. KG for Riedel MediorNet
MOST SIGNIFICANT INDIVIDUAL WHO HAS CONTRIBUTED TO THE AV INDUSTRY IN THE MIDDLE EAST	George Puthenkulam Dutco Tennant

To enter the 2011 Awards, please visit www.palme-awards.com



"The Middle East is one of the most expanding and important areas in the broadcast and event production markets and it's an honor to be awarded with a Palme Award in such a category. We are looking forward to future projects here in this area."

Nils Quak | Marketing & Communications | RIEDEL Communications GmbH & Co. KG, Germany

"This event, by all standards, was equal, if not better, than any similar event I have been to in Europe or in the States. I believe your organization made it a memorable event that I shall never forget."

Dr. Omar Khattab LEED AP MSc MA PhD | Associate Professor, Department of Architecture | Kuwait University, Kuwait



POST SHOW REPORT 2010

MARKETING & PROMOTION

PALME primarily facilitates the procurement needs of the regional markets, including the Middle East and Northern Africa as well as some parts of Asia. Companies participating at PALME benefit through the highly targeted marketing campaign the show runs, which helps them reach their potential clients in this region effectively and close profitable business deals.

For 2010, the marketing campaign for PALME included:

MEDIA PROMOTION

- 27 partnering industry focused international publications, providing reach to more than 50 countries
- 30+ online and print editorials
- Enhanced listings in events calendar of all major publications and portals

ADVERTISING

- 59 print advertisements in leading industry publications with the cumulative value exceeding US\$ 120,000
- 38 online advertisements and emails shots to a highly targeted set of readers
- 10 Newspaper advertisements in prime locations in leading regional English & Arabic newspapers

PR

- Press releases appearing in more than 85 leading English and Arabic business portals & websites
- Primarily used to add strength to the visitor promotion of the show
- Press coverage received values at US\$ 264,888, reaching out to more than 9 million readers.

RADIO

- A week-long advertising campaign ran on two leading radio channels to attract local visitors.
- Exclusively targeted business & trade listeners through sponsoring the Business Breakfast on FM 103.8
- Evening Drive Time on the most popular radio channel in the emirate FM 92

DIRECT MARKETING

- **Mailing Campaign:** a total of 102,000 mail pieces reached out to targeted industry professionals across the MENA, Asia and European regions. The direct mailing campaign for 2010 show was customised and addressed each individual personally.

- **PALME Global Newsletters:** Targeted towards a database of more than 55,000 industry professionals worldwide, the PALME Global Newsletter has gained popularity as a free source of information about the industry trends as well as updated on the show and its participants.
- **Email Campaign:** a total of 55 separately targeted emails were sent to audiences relevant to the vertical markets that the show caters to. Total 675,803 emails were sent as part of the email campaign for PALME 2010.
- **Telemarketing:** 6,000 highly targeted industry professionals and key decision makers across the GCC were contacted and invited to the show by a team of telemarketing professionals over a period of 8 weeks before the exhibition.
- **Fax Campaign:** Traditionally, fax is still a popular medium to get the message across in writing and attain immediate feedback. More than 5,000 invitations were sent to such targeted contacts.
- **SMS:** More than 5,000 pre-registered visitors received reminder text messages with their Unique Registration numbers enabling them fast track entry into the show. In addition, over 20,000 professionals from across the GCC received invitations through SMS on their mobile phones.
- **Magazine Inserts:** 4 leading regional magazines supported the show through inserting invitations to the show for their readers, endorsing importance of PALME to their audiences.
- **Visitor Invitation for Exhibitors:** Over 10,000 invitations were sent directly by the exhibitors or on their behalf to their invitees' lists that requested this service.



POST SHOW REPORT 2010

SHOW WEBSITE

The show website played a pivotal role as a hub of information, carrying all the latest information with quick links to important features at the show and encouraging participation. Some of the features included online registration and colleague invitation facility, updated lists of exhibitors and confirmed visitors as well as information and news centre keeping the industry professionals up to date with latest information on the show as well as the industry trends. Vertical include: www.palme-me.com, www.install-me.com, www.musac-me.com

VIRAL MARKETING

- **Exhibitor Online Visitor Invitation Tool:** A free service, designed specifically for the exhibitors to invite a bulk of their clients to their stands at the show through personalised emails.
- **Visitors' Invite a Colleague Feature:** Taking the visitor pre-registration a step further, this feature enabled the visitors not only to register their visit to the show, but also encouraged them to invite their colleagues and friends to attend the show through personalised emails.



ONSITE MARKETING

- **Show Catalogue:** A 12 months reference book for the industry professionals to refer to for their procurement needs. A perfect tool for exhibitors to enhance their participation through advertising and attract business during and after the show.
- **Show Dailies:** Launched in 2010, the PALME Show Dailies featured latest advancements being displayed by the exhibitors at the show and offered them an excellent opportunity to attract visitors to their stand. Printed onsite, the dailies carried the most up-to-date information about the exhibits as well as the educational programme at each day of the show. 3 editions of the dailies were published for each day of the show.



ORGANISED BY



PO Box 28943, Dubai
United Arab Emirates
Tel: + 971 4 3365161
Fax: + 971 4 3364006
Email: palme@iirme.com
Website: www.palme-middleeast.com

